

## Allen, Lisa (CCI-Central Region)

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**From:** Loe, Bonnie (CMI-Central Region)  
**Sent:** Friday, July 15, 2016 9:10 AM  
**To:** Kegan Beran  
**Cc:** Andrew Yolles (Andrew.Yolles@nccmedia.com); Alexander Fiske (Alexander.Fiske@nccmedia.com); Redden, Jeff (CMI-Central Region); Bottenberg, Megan (CCI-Central Region); Allen, Lisa (CCI-Central Region); Schelton, Amy (CMI-Central Region); Meiser, Jill (CMI-Atlanta); Kevin Bowman (Kevin.Bowman@nccmedia.com); Jennison, Coleen (CCI-Central Region)  
**Subject:** RE: KSCD1 - Ending Spending Action Fund - C & D - False Claim  
**Attachments:** ESACFund - Never Forget - Backup Document.pdf; ESACFund - Response to Huelskamp Letter 7.14.16 FINAL.pdf

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Kegan,  
This is the documentation we received regarding your request on July 13, 2016.

Thank you.

### COX Media

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**Bonnie Loe** | National Sales Manager | Kansas-Arkansas  
901 S. George Washington Blvd. | Wichita, KS 67211  
316.260.7443 **kansas tel** | 316.249.9292 **mobile** | 817-882-6002 **texas office**  
[coxmedia.com](http://coxmedia.com)

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**From:** Kegan Beran [mailto:kberan@STRATEGICMEDIAPLACEMENT.COM]  
**Sent:** Wednesday, July 13, 2016 8:42 PM  
**To:** Loe, Bonnie (CMI-Central Region)  
**Cc:** Andrew Yolles (Andrew.Yolles@nccmedia.com); Alexander Fiske (Alexander.Fiske@nccmedia.com); Redden, Jeff (CMI-Central Region); Bottenberg, Megan (CCI-Central Region); Allen, Lisa (CCI-Central Region); Schelton, Amy (CMI-Central Region); Meiser, Jill (CMI-Atlanta); Kevin Bowman (Kevin.Bowman@nccmedia.com)  
**Subject:** Re: KSCD1 - Ending Spending Action Fund - C & D - False Claim

Thanks. If they send back up please let me know.  
I know how these things go but there is a blatant lie (us senator on committee) and a 150 year claim that I'd love to see the backup and citation...to my knowledge it doesn't exist.

Kegan Beran  
614-571-7946

On Jul 13, 2016, at 9:39 PM, Loe, Bonnie (CMI-Central Region) <[Bonnie.Loe@coxmedia.com](mailto:Bonnie.Loe@coxmedia.com)> wrote:

Kevin,

Cox Media has received your request. We have sent this information to the ESA Fund and will relay their response when received.

Thank you

## COX Media

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**Bonnie Loe** | National Sales Manager | Kansas-Arkansas  
901 S. George Washington Blvd. | Wichita, KS 67211  
316.260.7443 **kansas tel** | 316.249.9292 **mobile** | 817-882-6002 **texas office**  
[coxmedia.com](http://coxmedia.com)

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**From:** Kegan Beran [<mailto:kberan@STRATEGICMEDIAPLACEMENT.COM>]  
**Sent:** Wednesday, July 13, 2016 4:49 PM  
**To:** Andrew Yolles  
**Subject:** FW: KSCD1 - Ending Spending Action Fund - C & D - False Claim  
**Importance:** High

See below & attached boss. We got the radio ad revised with a similar claim.

**Kegan Beran** | President  
740.201.5500 | [kberan@strategicmediaplacement.com](mailto:kberan@strategicmediaplacement.com)  
614.571.7946 | mobile  
@SMPGRP

**Strategic Media Placement, Inc.**  
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**From:** Brant Fink  
**Sent:** Wednesday, July 13, 2016 4:40 PM  
**To:** Duesterhaus, Karl <[KARL.DUESTERHAUS@katztvgroup.com](mailto:KARL.DUESTERHAUS@katztvgroup.com)>; [Sue.Fitzgerald@katztvgroup.com](mailto:Sue.Fitzgerald@katztvgroup.com); [james.scutari@katztvgroup.com](mailto:james.scutari@katztvgroup.com); Mike Jones ([Mike.Jones@gray.tv](mailto:Mike.Jones@gray.tv)) <[Mike.Jones@gray.tv](mailto:Mike.Jones@gray.tv)>; Roger Brokke <[Roger.Brokke@wibw.com](mailto:Roger.Brokke@wibw.com)>; Wesley Good <[wgood@kwch.com](mailto:wgood@kwch.com)>  
**Cc:** Kegan Beran <[kberan@STRATEGICMEDIAPLACEMENT.COM](mailto:kberan@STRATEGICMEDIAPLACEMENT.COM)>  
**Subject:** KSCD1 - Ending Spending Action Fund - C & D - False Claim  
**Importance:** High

The advertisement contains the false claim, "for the first time in 150 years a Kansas is not included on the Agriculture Committee."

This statement is factually false. U.S. Senator Pat Roberts is Chairman of the Senate Agriculture Committee (website screenshot included from <http://www.agriculture.senate.gov/>).

Moreover, there is no evidence that it has been 150 years. Multiple news outlets reported it has been less than 100

years since Kansas did not have a Representative on the House Agriculture Committee, including the following

McClatchy article ESA Fund uses as another source in the ad.

<http://www.mcclatchydc.com/news/politicsgovernment/congress/article24751837.html>

Because this advertisement makes a flatly false factual claim for which your station is ultimately liable, we strongly

urge you to exercise your discretion as a licensee to refuse to continue to broadcast this advertisement, and,

because it is already airing, immediately pull the advertisement from your rotation.

**Brant Fink**

740.201.5500 | [bfink@StrategicMediaPlacement.com](mailto:bfink@StrategicMediaPlacement.com)

614.596.9001 | mobile

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**Strategic Media Placement, Inc.**

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